

Official Rules for the BoxLunch Holiday Shopping Spree Sweepstakes (“Sweepstakes”)

No Purchase Necessary to Enter or Win. A Purchase Will Not Increase Your Chances of Winning.

ALL ENTRANTS AGREE TO RESOLVE ANY DISPUTE BY BINDING ARBITRATION AND SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

1. **Eligibility.** The Sweepstakes is open only to legal residents of, and physically located within, the fifty (50) United States, the District of Columbia, or Puerto Rico, who reach the age of majority¹ in their state/territory/district at the time of entry. Employees of Hot Topic, Inc. d/b/a BoxLunch (“Sponsor”) and its subsidiaries, as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter.
2. **Entry Period.** The Sweepstakes begins at 12:00 PM Pacific Time on November 18, 2024, and ends at 11:59 PM Pacific Time on November 22, 2024 (the “Entry Period”). Entries submitted before or after the Entry Period will not be eligible. Sponsor’s computer is the official time-keeping device for the Sweepstakes.

How to Enter. There are three (3) methods to enter the Sweepstakes, but there is a limit of one (1) entry per person. All entries must be complete and subject to verification by the Sponsor, in its sole discretion. Entries with inappropriate comments or images may be disqualified at the sole discretion of Sponsor. The three (3) methods to enter are as follows:

I. During the Entry Period, for one (1) entry, you must:

(A) Be following the @BoxLunchGifts Instagram account,

(B) Press “like” on the Instagram image/video posted on November 18, 2024 around 12:00 PM Pacific Time to the @BoxLunchGifts Instagram account (the “Post”),

(C) Share the Post to your Instagram story,

(D) Save the Post, and

(E) Comment the hashtag “#BLHolidayShopping” and tag one (1) other Instagram account in one (1) single comment in the comments section of the Post.

II. During the Entry Period, for one (1) entry, you must:

(A) Be following the @BoxLunchGifts Instagram account,

¹ The age of majority is 18 for all states except for: Alabama (19), Arkansas (18 or graduation from high school, whichever is later), Delaware (19), Mississippi (21), Nebraska (19), Nevada (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), Ohio (18 or graduation from high school, whichever comes first), Tennessee (18 or graduation from high school, whichever is later), Utah (18 or graduation from high school, whichever is earlier), Wisconsin (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), and Puerto Rico (21).

(B) Send a Direct Message (“DM”) that says “SHOPPING” to the @BoxLunchGifts Instagram account, and

(C) Follow all response prompts via DM, including providing the following information (if prompted): (i) full name, (ii) email address, and (iii) consent to receive future marketing emails from BoxLunch.²

III. During the Entry Period, for one (1) entry, you must:

(A) Fill out the Sweepstakes survey located at the following link: www.boxlunch.com/BLHolidayShoppingSpree, and

(B) Fill out all answer prompts in the survey including the following: (i) confirm you are at least 18 years old and a United States resident, (ii) provide your full name and email address, and (iii) provide your consent to receive future marketing emails from BoxLunch.³

You may not use an agency or any automated system to enter, and Sponsor reserves the right to disqualify any entries received through those methods, as determined by Sponsor, in its sole discretion. You may not enter more than once by creating multiple Instagram accounts and any attempt to do so will result in disqualification.

By entering, you indicate your full agreement to these Official Rules and Sponsor’s decisions regarding the Sweepstakes, which are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.

3. **Winner Selection.** On or about November 25, 2024, Sponsor will select one (1) grand prize winner in a random drawing of all eligible entries received. The odds of being selected depend on the number of eligible entries received during the Entry Period. Sponsor will attempt to notify the potential winner within three (3) business days of the drawing via Instagram Direct Message at the Instagram account used to enter or via email to the email address provided during entry. Up to three (3) attempts will be made to contact the selected winner following the draw. A selected winner that does not or cannot accept a prize may be forfeited and a new winner will be selected by random drawing of all remaining eligible entries received during the Entry Period, in Sponsor’s sole discretion.

4. **Potential Winner Requirements.** Except where prohibited, a potential winner will be required to complete and return a declaration of eligibility and liability/publicity release. If a potential winner fails to sign and return these documents within the required time period, and time permits, an alternate potential winner may be selected in his/her/their place in a random drawing of all remaining eligible entries received during the Entry Period. Only one (1) alternate potential winner may be contacted. Sponsor is not responsible for the failure for any reason whatsoever of a selected winner to receive notification or for the Sponsor to receive a selected winner’s response.

5. **Prizes.** The following prizes will be awarded:

One (1) grand prize winner will receive the following –

² I hereby acknowledge that answering “yes” to this question via DM will subscribe my email address to future BoxLunch marketing and promotional emails. However, signing up for BoxLunch marketing and promotional emails is not a requirement to enter the Sweepstakes.

³ I hereby acknowledge that answering “yes” to this question via DM will subscribe my email address to future BoxLunch marketing and promotional emails. However, signing up for BoxLunch marketing and promotional emails is not a requirement to enter the Sweepstakes.

- A 90-second shopping spree between the dates of December 9, 2024 and December 17, 2024⁴ at the BoxLunch Sherman Oaks store, located at 14006 Riverside Drive #245, Sherman Oaks, CA 91423 (“Store”), allowing the winner to collect as many items as possible within the allotted time that the winner can keep (“Shopping Spree”) (ARV \$1,000 USD),
- Round-trip economy air transportation for the winner from a major commercial airport near the winner’s home (as determined by Sponsor, in its sole discretion) to Los Angeles International Airport (ARV \$1,000 USD)⁵,
- Two (2) nights standard hotel accommodation (one (1) room, single occupancy – room and tax covered only) at a hotel near the Store (as determined by Sponsor, in its sole discretion) (ARV \$1,000 USD*), and
- Ground transportation to and from the airport (if applicable), to and from the hotel, and to and from the Store for the Shopping Spree (ARV \$500 USD*).

*Any difference between stated ARV and final ARV will not be awarded.

The total Approximate Retail Value (“ARV”) of all prizes equals \$3,500 USD. The actual value of the prize will depend on airfare, hotel, and rideshare fluctuations. **Any difference between the stated value and the final ARV will not be awarded.**

All travel accommodations and arrangements are at Sponsor’s sole discretion. The prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, baggage, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the prize and all such expenses are the sole responsibility of the winner. The winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, baggage fees, and security charges. The winner is responsible for obtaining, at their own expense, any necessary travel documentation (i.e., valid photo identification, visas, passports, etc.) prior to travel. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued, and stop-overs are not permitted.

Should an act of God, hurricane, war, fire, riot, earthquake, act of public enemies, actions of governmental authorities, epidemics, pandemics and the spread of infectious diseases, including, without limitation, COVID-19 (as defined by the World Health Organization and any of the strains, variants, or mutations thereof), and any related governmental or judicial actions taken in connection with, or as a response to, any such event, or any other event beyond the reasonable control of a party, whether or not existing, known, foreseen, or foreseeable at the time this promotion occurs, render the redemption or fulfillment of some or all of the prize delayed, hindered, adversely affected, impracticable, or impossible, Sponsor, in its sole and absolute discretion, reserves the right to evaluate and make modifications to the redemption and fulfillment processes and timelines for the prize or portion of the prize that Sponsor is responsible for, which may include, but is not limited to, providing additional time for redemption and/or fulfillment. If the

⁴ The winner must be available to travel to the Store for the Shopping Spree during these dates, to be determined in Sponsor’s sole discretion. Any winner that is unavailable on these dates may be forfeited as the winner of the Sweepstakes (and will not be subject to further or alternative compensation) and a new winner will be selected by random drawing of all remaining eligible entries received during the Entry Period, in Sponsor’s sole discretion.

⁵ This portion of the prize will only be awarded if the winner does not reside in the state of California. In the event that the winner is a California state resident and currently resides in California, this portion of the prize will be deemed forfeited and will not be subject to further or alternative compensation.

winner is between the ages of eighteen (18) and twenty-one (21), he/she/they must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the hotel.

The winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor, in its sole discretion. A prize may not be transferred prior to award and must be accepted as awarded. A winner may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize is not available for any reason, as determined by Sponsor, in its sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Sponsor is not responsible for any cancellations, delays, diversions, or substitutions, or any act or omission whatsoever with respect to any prize.

In connection with travel, please be advised that CDC guidelines and the recommendations of health officials must be followed. In addition, the winner and his/her/their guest should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines. **Please note that travel provides an inherent risk of exposure to COVID-19, and Sponsor cannot guarantee that any person will not be exposed during the trip.**

6. **General Conditions.** By entering this Sweepstakes, you agree to Sponsor's [Terms of Use](#). In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Sweepstakes, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication.

In the event of a dispute as to the owner of an online entry, the authorized account holder of the Instagram account or email address used to enter will be deemed to be the owner.

The Sweepstakes is subject to federal, state, and local laws and regulations and is void where prohibited. These Official Rules will prevail and control over all shortened versions of these Official Rules found elsewhere. Sponsor shall have the right to interpret and apply these Official Rules to individual circumstances in its reasonable discretion.

Sponsor reserves the right to terminate or amend this Sweepstakes at any time and in any way, without prior notice to entrants. Without limiting the foregoing, if, for any reason, the Sweepstakes is not capable of running as originally planned for any reason, the Sponsor reserves the right to cancel the Sweepstakes and conduct a random draw from all previously received eligible entries received during the Entry Period.

Sponsor reserves the right, in its sole discretion, to amend or modify these Official Rules, or modify, cancel, or suspend this Sweepstakes, without prior notice for any reason whatsoever, including without limitation in the event that any cause beyond the reasonable control of the Sponsor corrupts, or threatens to corrupt, the security or proper administration of the Sweepstakes.

7. **Release and Limitations of Liability.** By entering, you agree to release Sponsor, Instagram, Meta, Inc. ("Meta"), and each of their parents, subsidiaries, and affiliates, and each of their respective officers, directors, employees, and agents (collectively, the "Released Parties") from any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors that may affect the Sweepstakes; (c) printing errors; (d) lost, late, postage-

due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes; or (f) injury or damage to persons or property. You further agree that in any cause of action, in no event shall the Released Parties be liable for attorneys' fees or other legal costs. **IN NO EVENT SHALL YOU BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, DIRECT, INDIRECT, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**

8. **Privacy and Publicity.** Any information you submit as part of the Sweepstakes will be used in accordance with Sponsor's [Privacy Policy](#). Except where prohibited, participation in the Sweepstakes constitutes your consent to Sponsor's use of your name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further notice, payment, or consideration.
9. **Intellectual Property.** All BoxLunch intellectual property, including, but not limited to, trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans, and representations are owned by Sponsor. All rights reserved. Unauthorized copying or use of any of Sponsor's intellectual property without the express written consent of Sponsor is strictly prohibited.
10. **Governing Law, Arbitration, and Class Action Waiver.** THESE OFFICIAL RULES AND THE INTERPRETATION OF THESE OFFICIAL RULES WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT REGARD TO ITS CONFLICTS OF LAWS PRINCIPLES.

YOU UNDERSTAND AND AGREE THAT ALL CLAIMS, DISAGREEMENTS, DISPUTES, OR CONTROVERSIES BETWEEN YOU AND SPONSOR (AND ANY OTHER RELEASED PARTY), AND THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, PARENTS, AFFILIATES, SUBSIDIARIES, AND/OR RELATED COMPANIES ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, YOUR PARTICIPATION IN THE SWEEPSTAKES, ANY AWARDS, PRIZES OR OTHER BENEFITS OBTAINED THROUGH THE SWEEPSTAKES, THESE TERMS AND CONDITIONS, AND/OR TO THE APPLICATION, ENFORCEABILITY, SCOPE, OR INTERPRETATION OF THIS AGREEMENT TO ARBITRATE ("DISPUTES") SHALL BE RESOLVED BY FINAL AND BINDING ARBITRATION.

ALL DISPUTES SHALL BE DETERMINED BY BINDING ARBITRATION: (1) ADMINISTERED BY THE JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC. ("JAMS"), PURSUANT TO THE JAMS STREAMLINED ARBITRATION RULES & PROCEDURES EFFECTIVE JUNE 1, 2021 (THE "JAMS RULES"), AND AS MODIFIED BY THIS AGREEMENT TO ARBITRATE; (2) CONDUCTED BY A SINGLE, NEUTRAL ARBITRATOR; AND (3) TAKE PLACE TELEPHONICALLY UNLESS AN IN-PERSON HEARING IS SPECIFICALLY REQUESTED BY EITHER PARTY, IN SUCH CASE IN-PERSON HEARINGS SHALL TAKE PLACE AT A MUTUALLY AGREED UPON LOCATION, OR IF THE PARTIES CANNOT MUTUALLY AGREE UPON A LOCATION, THE COUNTY WHERE YOU RESIDE. TO THE EXTENT THAT THIS AGREEMENT TO ARBITRATE CONFLICTS WITH THE JAMS POLICY ON CONSUMER ARBITRATIONS PURSUANT TO PRE-DISPUTE CLAUSES MINIMUM STANDARDS OF PROCEDURAL FAIRNESS (THE "MINIMUM STANDARDS"), THE MINIMUM STANDARD IN THAT REGARD WILL APPLY.

DISPUTES MAY ALSO BE REFERRED TO ANOTHER ARBITRATION ORGANIZATION IF YOU AND SPONSOR AGREE IN WRITING, OR TO AN ARBITRATOR APPOINTED PURSUANT TO SECTION 5 OF THE FEDERAL ARBITRATION ACT.

The JAMS Rules are available on its website at <http://www.jamsadr.com/rules-streamlined-arbitration/> or by calling JAMS at 800-352-5267. To commence an arbitration, a Demand for Arbitration is required to be executed and served on Sponsor. Service of the Demand for

Arbitration on Sponsor can be mailed to Hot Topic, Inc., ATTN: Hot Topic Legal Department, 18305 E. San Jose Ave., City of Industry, CA 91748, pursuant to the instructions provided by JAMS to submit a Dispute for arbitration.

BECAUSE THE SWEEPSTAKES PROVIDED TO YOU BY SPONSOR CONCERNS INTERSTATE COMMERCE, THE FEDERAL ARBITRATION ACT (“FAA”) GOVERNS THE ARBITRABILITY OF ALL DISPUTES. HOWEVER, APPLICABLE CALIFORNIA STATE OR U.S. FEDERAL LAW MAY ALSO APPLY TO THE SUBSTANCE OF ANY DISPUTES. YOU AND SPONSOR VOLUNTARILY AND KNOWINGLY WAIVE ANY RIGHT YOU OR SPONSOR HAVE TO A JURY TRIAL.

NO CLASS ACTIONS. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, YOU AND SPONSOR AGREE THAT ANY AND ALL DISPUTES WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. NEITHER YOU NOR SPONSOR SHALL BE ENTITLED TO JOIN OR CONSOLIDATE CLAIMS IN ARBITRATION BY OR AGAINST OTHER ENTRANTS/CONSUMERS, OR ARBITRATE ANY DISPUTE AS A REPRESENTATIVE OR MEMBER OF A CLASS OR IN A PRIVATE ATTORNEY GENERAL CAPACITY. Further, unless both you and Sponsor expressly agree otherwise, the arbitrator may not consolidate more than one person’s claim. If this prohibition of class, representative, or consolidated arbitration is found to be unenforceable, then the entirety of this arbitration provision shall be null and void.

In the event you commence arbitration, after Sponsor receives notice that you have initiated arbitration, Sponsor will promptly reimburse you for your payment of the filing fee and Sponsor will pay any case management fees associated with the arbitration and the professional fees for the arbitrator’s services.

11. **Winner’s List.** To request the name of the winner, send a self-addressed, stamped envelope to BoxLunch, Attention: Social Media, 18305 E. San Jose Ave., City of Industry, California 91748. Requests must be received by November 25, 2025.
12. **Sponsor.** The Sweepstakes is sponsored by Hot Topic, Inc. d/b/a BoxLunch, located at 18305 E. San Jose Ave., City of Industry, California 91748.

This Sweepstakes is not sponsored by, endorsed by, administered by, or associated with Meta or Instagram.